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In the claims:

Please amend claims 1, 25, 30, 33, and 34 as follows:

- 5 1. (currently amended) A multi-attribute valuing system comprising:
- 10 a buyer attribute-input to a computerized system for receiving a plurality of buyer delta values for a product, each buyer delta value indicating a higher or a lower true-value that the buyer places on the product when modified by an attribute associated with the buyer delta value;
- 15 an attribute manager, receiving the attributes and buyer delta values in a computer-readable format from the buyer and the seller delta values in a computer-readable format from the seller, for creating and managing attribute trees stored on a computer-readable medium, each attribute tree specifying dependencies among the attributes of the product, the attributes associated with buyer delta values that adjust a true-value of the product;
- 20 an attribute-tree analyzer, receiving a buyer attribute tree in a computer-readable format for the buyer and a seller attribute tree in a computer-readable format from the seller for the product, for comparing the buyer delta values with the seller delta values for a plurality of the attributes that modify the product, the attribute-tree analyzer selecting an optimal specification of the product, the optimal
- 25 specification including a series of the attributes; and
- a product specifier, coupled to the attribute-tree analyzer, for reporting to the seller the series of the attributes for the optimal specification of the product, whereby the optimal specification of the product is determined by analyzing the buyer delta values specified by the buyer and the seller delta values that adjust the true-value of
- 30 the product.

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2. (previously amended) The multi-attribute valuing system of claim 1 wherein each branch of the buyer attribute tree specifies an attribute, including an attribute name, an attribute value, and a buyer delta value, whereby the attribute value specifies a value of the attribute that modifies the product itself, while the buyer delta value specifies a true-value change offered to trade the product.

3. (previously amended) The multi-attribute valuing system of claim 2 wherein each branch of the buyer attribute tree also specifies one or more ranges where each range has one or more interval of attribute values.

4. (previously amended) The multi-attribute valuing system of claim 2 wherein each buyer attribute tree includes a root, the root for specifying a base product unmodified by the attributes; wherein a path from the root to a leaf of the buyer attribute tree specifies a final product, wherein the final product is the base product modified by attributes along the branches in the path from the root to the leaf, whereby the path through the buyer attribute tree specifies attributes for the final product.

5. (previously amended) The multi-attribute valuing system of claim 4 wherein the root of the buyer attribute tree includes a baseline value, the baseline value being a value for the base product; wherein each node in each branch of the buyer attribute tree includes the buyer delta value, the buyer delta value being a value adjustment for the product modified by the attribute specified by the branch; wherein a final true-value of the final product is generated by adding the baseline value to a sum of all buyer delta values along a path in the buyer attribute tree from the root to a leaf for the final product, whereby the final true-value is determined by summing the baseline value with the buyer delta values along a path in the buyer attribute tree.

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6. (original) The multi-attribute valuing system of claim 2 wherein the product is an item for sale or a service.

7. (previously amended) The multi-attribute valuing system of claim 2 wherein the attributes and the buyer delta values are explicitly defined by the buyer or the attributes and the seller delta values are explicitly defined by the seller.

8. (previously amended) The multi-attribute valuing system of claim 2 wherein the attributes and the seller delta value are implicit, the seller delta values being determined from other data.

9. (previously amended) The multi-attribute valuing system of claim 8 further comprising:
a data gatherer, coupled to a seller web site, for reading other data from the seller web site, the other data including price data for the product with various attributes;
a data store, coupled to the data gatherer, for storing the other data;
an implicit tree builder, coupled to read the other data in the data store, for generating the seller attribute tree for the seller web site by comparing the price data in the other data for the product with different attributes,
whereby the seller attribute tree is generated implicitly.

10. (previously amended) The multi-attribute valuing system of claim 9 wherein the data store includes records that contain a product specifier, the attributes for the product, and a value for the product with the attributes stored in the record.

11. (original) The multi-attribute valuing system of claim 10 wherein the data store is a relational database.

12. (previously amended) The multi-attribute valuing system of claim 9 further comprising:

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heuristic means for re-balancing the seller attribute tree generated by the implicit tree builder to produce a sparse representation of the seller attribute tree, whereby the attribute tree is re-balanced.

- 5 13. (previously amended) The multi-attribute valuing system of claim 12 further comprising:
optimizing means, coupled to the seller attribute tree, for re-arranging attributes in the seller attribute tree, wherein attributes with greater variances in attribute values are moved toward the root while attributes with lower variances are moved
10 toward the leaf,
whereby high-variance attributes are moved near the root of the seller attribute tree during optimization.

14. (original) A computer-program product comprising:
15 a computer-usable medium having computer-readable program code means embodied therein for indicating differential values of products in a product family, the computer-readable program code means in the computer-program product comprising:
attribute means for storing product-attributes that specify products within the product
20 family, the products varying according to product-attributes;
input means for receiving delta values from a user, the delta values representing differences in values of products in the product family, the products varying according to the product-attributes, the delta values representing differences in value perceived by the user for the product specified by the product-attributes;
25 and
value attach means, coupled to the input means and to the attribute means, for attaching the delta values to the product-attributes to form a user attribute-store, whereby the user attribute-store indicates differences in values perceived by the user for products in the product family that vary in specification according to the product-
30 attributes.

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15. (previously amended) The computer-program product of claim 14 wherein the product-attributes include dependencies wherein a value of one product-attribute depends on a value of a second product-attribute, the attribute means including dependency means for storing the dependencies of the product-attributes for the product family,
5 whereby product-attribute dependencies are stored by the dependency means.

16. (previously amended) The computer-program product of claim 15 wherein the user attribute-store comprises an attribute tree having a tree-like logical structure,
10 the attribute tree having a root that specifies a base product in the product family, the root branching into nodes according to the product-attributes, and having final terminal nodes, the final terminal nodes being leaves, the leaves each representing a product in the product family,
whereby the user attribute store is an attribute tree.

17. (original) The computer-program product of claim 16 wherein a differential value of a product is determined by summing delta values for each node along a path from the root to the leaf for the product, the final value of the product being the differential value added to a base value for the base product,
15 whereby product values are determined by summing delta values along a path in the attribute tree.

18. (original) The computer-program product of claim 14 wherein users include buyers and sellers of a product in a product family;
25 wherein a buyer is associated with a buyer attribute-store that is a user attribute-store that stores the delta values perceived by the buyer;
wherein a seller is associated with a seller attribute-store that is a user attribute-store that stores the delta values perceived by the seller;
whereby buyer and seller delta values are stored by user attribute-stores.

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19. (original) The computer-program product of claim 18 wherein the users also include facilitators and market makers, wherein trading partners include buyers, sellers, facilitators and market makers.

5 20. (original) The computer-program product of claim 18 wherein the computer-readable program code means further comprises:
a value comparator, receiving the buyer attribute-store and the seller attribute-store, for
comparing the delta values from the buyer attribute-store and the seller attribute-store for each product-attribute to find an optimal group of product-attributes that
10 specify an optimal product for sale by the seller to the buyer,
whereby an optimal product in the product family for a sale is determined by comparing attribute stores of delta values for the buyer and for the seller.

21. (original) The computer-program product of claim 20 wherein the buyer and seller
15 are connected by a network;
wherein the computer-readable program code means further comprises:
network connection means for transmitting and receiving packets from remote clients for
the buyer and the seller,
whereby an electronic exchange connects the buyer and the seller.

20 22. (original) The computer-program product of claim 14 wherein the input means includes an explicit input to receive delta values from the user,
whereby the delta values are directly input by the user.

25 23. (original) The computer-program product of claim 14 wherein the input means includes an implicit input that reads full-values for products in the family, the input means including compare means for determining the delta values for the product-attributes that specify the products in the product family,
whereby the delta values are implicitly input from the user.

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24. (original) The computer-program product of claim 23 wherein the input means includes scan means for scanning a product and value list to implicitly input the delta values.

- 5 25. (currently amended) A computer-implemented method for selecting a product for sale to a trading partner comprising:
- receiving in a computer-readable format a selection of a base product from the trading partner;
- 10 receiving a list of attributes in a computer-readable format for the base product from the trading partner;
- for each attribute in the list of attributes, receiving a delta value from the trading partner for the attribute, the delta value being in a computer-readable format and indicating an additional value the trading partner places on the product when the base product is modified by the attribute, the delta values being trading partner-
- 15 specified;
- selecting as a selected product the product modified by a subset of the attributes in the list of attributes, the subset of the attributes including attributes wherein a sum of the delta values for attributes in the subset of the attributes is a selected sum;
- offering the selected product to the trading partner for sale to the trading partner;
- 20 whereby the product sold is selected using a selected sum of the delta values of the attributes specified by the trading partner.

26. (original) The computer-implemented method of claim 25 further comprising:
- 25 receiving a baseline value from the trading partner, the baseline value indicating a value the trading partner places on the base product when not modified by any of the attributes;
- wherein the baseline value from the trading partner is an amount the trading partner is willing to pay for the base product, and the delta values are additional amounts the trading partner is willing to pay for the product modified by the attributes,
- 30 whereby attributes of the selected product for sale to the trading partner are selected based on value specified by the trading partner for the attributes.

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27. (original) The computer-implemented method of claim 26 further comprising:
dynamically generating a true-value for the selected product based on the selected sum of
the delta values and the baseline value,
5 whereby a sales price is adjusted for trading partner-specified delta values of attributes
for the selected product.

28. (original) The computer-implemented method of claim 25 further comprising:
creating a trading partner attribute tree from the list of attributes and the delta values
10 received from the trading partner, the attribute tree specifying values to the
trading partner of the product modified by the attributes,
whereby the trading partner specifies values of the product modified by different
attributes.

15 29. (original) The computer-implemented method of claim 28 further comprising:
making a connection to the trading partner over the Internet.

30. (currently amended) A computer-implemented tool for finding an optimally-
specified product for purchase comprising:
20 a buyer attribute-tree generator for generating a buyer attribute tree in a computer-
readable format, the buyer attribute tree having a base product at a root of the
buyer attribute tree, wherein each branch in the buyer attribute tree specifies an
attribute that modifies the base product;
base-product means for searching for sellers that are offering the base product for sale,
25 the base-product means generating a sellers list of sellers that offer the base
product for sale, the sellers list being in a computer-readable format;
a seller attribute-tree generator for generating a plurality of seller attribute trees in a
computer-readable format, each of the seller attribute trees having the base
product at a root of the seller attribute tree, wherein each branch in the seller
30 attribute tree specifies an attribute that modifies the base product;

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an attribute tree comparator, receiving the buyer attribute tree in the computer-readable format and one of the seller attribute trees in the computer-readable format, for comparing the buyer attribute tree to the seller attribute tree and determining an overlap, the overlap indicating a degree of overlap of the attributes for the base product;

wherein the attribute tree comparator compares seller attribute trees to the buyer attribute tree for all sellers in the sellers list; and

an overlap maximizer, coupled to the attribute tree comparator, for finding a maximum overlap generated by the attribute tree comparator, the maximum overlap being generated for a maximum seller attribute tree of a chosen seller;

wherein the chosen seller offers for sale the base product with attributes most-closely matching attributes specified by the buyer in the buyer attribute tree, whereby the seller is chosen based on maximum attribute overlap by comparing the buyer and seller attribute trees.

31. (original) The computer-implemented tool of claim 30 further comprising:
a linker, responsive to the chosen seller from the overlap maximizer, for connecting the buyer with the chosen seller to allow the buyer to purchase the base product with the attributes most-closely matching buyer-specified attributes.

32. (original) The computer-implemented tool of claim 31 further comprising:
a bid generator, coupled to the chosen seller, for sending a bid from the buyer to the chosen seller, the bid including a specification of the base product and the attributes that overlap the buyer attribute tree and the seller attribute tree for the chosen seller.

33. (currently amended) A method for dynamically augmenting a product with attributes that are most valued by prospective buyers comprising:
receiving in a computer-readable format a plurality of attributes and attribute values for the attributes from the prospective buyers;
for each attribute, and for each prospective buyer,

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- 5 determining when a buyer has submitted an attribute value for the attribute;
when a buyer has submitted the attribute value, adjusting a computer-controlled
counter for the attribute value;
examining the computer-controlled counter for each attribute value to find maximum
attribute values, the maximum attribute values having the most prospective buyers
submitting the attribute value to indicate buyer preference of the attribute with the
attribute value;
modifying the product according to the attributes with the maximum attribute values to
form an augmented product that is more valued by the prospective buyers; and
10 offering the augmented product for sale to the prospective buyers,
whereby the product is augmented with attributes preferred by most of the prospective
buyers.

- 15 34. (currently amended) The method of claim 33 wherein adjusting the computer-
controlled counter for the attribute value comprises incrementing the computer-
controlled counter for each prospective buyer that submitted the attribute value.